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First PowerForward Season Ends

Energy Conservation Campaign Made a Difference During Summer

Salt Lake City (September 24, 2001) – As PowerForward, Utah's state-wide energy conservation campaign, ended its first season this week, one word was frequently being used to summarize it: successful.

"By any standard of measurement, I believe our first summer of PowerForward has been successful," said Jeff Burks, who managed the campaign from the state Energy Office. "Beginning June 21, as Utah moved into the summer season of peak electric energy use, we have been working with our news media and business partners to bring energy conservation to a higher position in Utah's public consciousness."

In June, Gov. Michael O. Leavitt launched PowerForward as a way to empower Utah consumers with practical information on simple, voluntary actions they can take to conserve electricity. Through the summer, information about conservation and the PowerForward program's alert system (with its green, yellow and red alert days) was provided through TV and radio, via the PowerForward web site, at various businesses and in a number of different stores.

"Regardless of how or where they are receiving the energy conservation message," Burks said, "the message is clearly getting through to Utahns."

That became clear in July, when Utahns conserved 100 megawatts of electricity – enough to supply 51,300 homes – during each of several "yellow alert" days around the July 4th holiday.

"Thankfully, it was a relatively mild summer, both here and throughout the Western United States, so the demand on electric systems was less than anticipated," Burks said. "But Utahns showed they were up to the challenge, and ready to conserve to maintain reliable, affordable supplies of electricity."

Of course, energy conservation should be practiced 24 hours a day, seven days a week – and not just during the summer months, Burks added.

"With the end of daylight savings time in late October and the onset of the Christmas holiday season, there are plenty of opportunities to continue to practice energy conservation year-round," he noted.

The PowerForward program will be on standby for the winter, and will be back for its second year in 2002. The PowerForward web site will continue to be available at www.powerforward.utah.gov.